

REMARKS

In the Office Action, Claims 1-10 and 13-21 were rejected under 35 U.S.C. §102(b) as anticipated by U.S. Patent No. 5,566,353, to Cho et al. (hereafter 'Cho'). Additionally, Claims 11 and 12 were rejected under 35 U.S.C. 103(a) as being unpatentable over Cho in view of Official notice.

In response to the Office Action, Claims 1, 9, 13, 14 and 18 are amended herein. It is believed that no new subject matter has been added by the amendments. Claims 1-21 remain pending in the present application. In view of the amendments and remarks provided below, Applicant respectfully asserts that the pending claims are in condition for allowance and requests an allowance of each of the pending claims.

Independent Claims 1, 9, 13, 14, and 18 Are Allowable

In the Office Action, each of the independent claims was rejected by Cho. Cho discloses a system and method for distributing full motion video media from a distribution center to a multitude of receiving sites, such as retail stores, dispersed over a wide geographic area.

To manage the distribution of video media, Cho includes a network management system which forms playlists for each of the receiving sites in response to inputs from a user *located in* the distribution center (see Col. 2, lines 39-48). According to Cho, video program segments are stored in the receiving site and later forwarded to the display unit by the system's network management system when the segments are needed for a playlist, where a playlist is a particular program sequence *requested by a user who is located in the distribution center* (see Col. 2, line 60 to Col. 3, line 5). Although this may occur periodically, the operation is a 'push' operation that transmits data from the network management system to the receiving sites at the discretion of the network management system.

Independent claims 1, 9, 13, 14, and 18 ("the independent claims") have been amended herein to further distinguish the present invention from Cho. In particular, the independent claims have been amended to recite that the display system automatically initiates remote requests for information from a remote distribution server or computing device (Claims 9, 13, 14,

and 18), or from a scheduling file (Claim 1) for a remote connection to said distribution computing device.

As described above, Cho provides that requests for changes to content via playlists are *initiated by a user local to the distribution center*. Cho fails to provide or suggest the use of the claimed automatic update feature initiated by the remote sites playing multimedia presentations. In fact, the automatic updating of presentations by the remote sites teaches against the use of a user local to the distribution center, as in Cho, where a user manages the 'push' operation that transmits data from the network management system to the receiving sites.

Because the features of Claims 1, 9, 13, 14, and 18 as amended, are not disclosed or taught by any of the cited references, taken individually or in combination, Applicant respectfully asserts that Claims 1, 9, 13, 14, and 18 are allowable. Additionally, because Claims 2-8, 10-12, 15-17 and 19-21 depend there from, all are allowable as a matter of law.

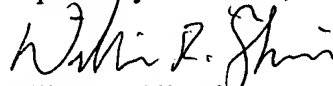
CONCLUSION

Applicant respectfully asserts that the cited art references do not disclose or teach the invention disclosed by newly added claims. As such, Applicant requests allowance of Claims 1-21.

In view of the newly added claim and the remarks presented above, it is respectfully submitted that all of the present claims of the application are in condition for immediate allowance. It is therefore respectfully requested that a Notice of Allowance be issued. The Examiner is encouraged to contact Applicant's undersigned attorney to resolve any remaining issues in order to expedite examination of the present application.

It is not believed that extensions of time or fees for net addition of claims are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 CFR § 1.136(a), and any fee required therefore (including fees for net addition of claims) is hereby authorized to be charged to Deposit Account No. 19-5029.

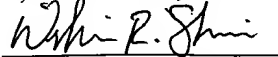
Respectfully submitted,


William R. Silverio
Registration No. 45,383

SUTHERLAND ASBILL & BRENNAN, LLP
999 Peachtree Street, NE
Atlanta, Georgia 30309-3996
(404) 853-8068
(404) 853-8806 (fax)
SAB Docket No.: 17929-0002

Certificate of Mailing Under 37 C.F.R. § 1.8(a)

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on April 5, 2004.


William R. Silverio